



"Hotmail"  
<jjtorrontegui@hotmail.com>  
05/02/2007 10:46 AM

To <innovationmetrics@doc.gov>  
cc  
bcc  
Subject Fw:

Dear Sirs

1) Innovation is a subjective and value charged concept.

2) Any measurement requires objectivity.

-Only material entities can be counted.

-Only concrete variables can be measured.

3) Ideology taints every theory, especially in Economics.

As a hot summer causes a surge in electric energy production, should the CO2 emissions be recorded at the GDP statistics?

If the measurement of the physical and mental health of a nation were possible, should those resources, if considered scarce, be a subject of Econometrics?

Values have to be universally shared before agreeing on the benefits on innovation.

Any way, some indicators of the knowledge of the inhabitants of a nation can be correlated with the balance of trade of this nation.

4) On the other hand, subjective concepts as "user perceived value" have practical uses at the operational level of individual firms when guiding their marketing and design efforts. Nowadays "Innovation" can only be measured through variations of the market demand for an offer and the resulting financial return.

Other uses of this concept at a macro level are either pure PR efforts or just wishful thinking.

Best Regards

Juan Torrontegi

Bilbao, Europe

----- Original Message -----

**From:** [Hotmail](#)

**To:** [innovationmetrics@doc.gov](mailto:innovationmetrics@doc.gov)

**Sent:** Wednesday, May 02, 2007 4:33 PM